

CLAIMS

I claim:

1. A method of recording browser view visual stimuli,
comprising:

- 5 detecting a visual event;
verifying that the visual event involves a parameter that changes a
viewable stimuli; and
recording at least one parameter.

10 2. The method of claim wherein the parameter is a network
address of all online content immediately displayed within a browser window.

3. The method of claim 1 wherein the parameter is a two-
dimensional offset of the online content as it is displayed within a browser
window.

15 4. The method of claim 1 wherein the parameter is a two-
dimensional position of a pointing device.

5. The method of claim 1 wherein the parameter comprises textual
and binary objects systematically displayed within each browser window.

6. The method of claim 1 wherein the parameter is a graphical
image of online content as displayed in a browser window.

20 7. The method of claim 1 wherein the parameter is an inventory of
objects that comprise online content, and the two-dimensional position of each
object in a browser window.

8. The method of claim 1 wherein the parameter is a user eye
position.

9. The method of claim 1 wherein the parameter is a pupil dilation.

10. The method of claim 1 wherein the viewable stimuli is a viewable-portion of a browser interface.

5 11. The method of claim 1 wherein the method operates in a browser software.

12. The method of claim 1 wherein recording stores at least one parameter at a data storage device.

10 13. The method of claim 1 recording records parameters and data in a database.

14. The method of claim 1 wherein detecting is triggered by a browser software.

15. The method of claim 1 wherein detecting is triggered by a monitored event.

CD Rom/Diskette

16. A data storage device that maintains a method of the method comprising:

- 5 detecting a visual event;
verifying that the visual event involves a parameter that changes a viewable stimuli; and
recording at least one parameter.

10 17. The data storage device of claim 16 wherein the parameter is a network address of online content immediately displayed within a browser window.

18. The data storage device of claim 16 wherein the parameter is a two-dimensional offset of the online content as it is displayed within a browser window.

15 19. The data storage device of claim 16 wherein the parameter is a user eye position.

